



***KSDZ-FM & KDJL-FM - DJ Broadcasting, Inc.  
P.O. Box 390  
Gordon, NE 69343***

## **2022 Nebraska Primary Election**

### **Mary Ridder Rate Request**

**Thursday, April 7, 2022** – Received email from Mary Ridder requesting Political Advertising. Returned email response by James Lambley with Political Advertising Rates and Latest NAB PB-19 Form. Placed in Public File.

Uploaded to FCC KSDZ & KDJL Political Files on Thursday, April 7, 2022

Subject **Re: campaign advertising**  
From KSDZ/KDJL <twister@twisterradio.com>  
To Mary Ridder <riddermg@gmail.com>  
Reply-To <twister@twisterradio.com>  
Reply-To <twister@twisterradio.com>  
Date 2022-04-07 16:42

roundcube+

- MARY RIDDER raw CAMPAIGN AD (2).wav (~5.1 MB)
- 2022 Political Candidate NET Rates 2022 Primary Election.pdf (~722 KB)
- NAB-PB-19\_CandidateAdvertisements.pdf (~1019 KB)

Hello Mary,

Thank You for your inquiry.

I have attached our Political Rated Card for your review. Once you have digested it I will need specific instructions from you as to how you wish to proceed. I also attached the latest NAB PB-19 for your use in the event you don't have a current form. Thank You.

Mary, "One Money" puts you on both stations, KSDZ Gordon, Rushville & KDJL Kilgore, Valentine together covering over 14 million acres of real estate here in Beef Cattle Country. I would suggest you consider that our signal covers Cherry County and the schedule you have proposed may reach some of those mail in voters a bit late as all of Cherry County votes by mail in ballot. Not exactly sure when those voters receive their ballots but it may be something you want to look into. The voters in Brown, Keya Paha, Rock, Sheridan, Dawes, Sioux and Box Butte counties still vote in the booth and our signal covers those areas also.

I'm here to do whatever you want but if your budget allows you may want to consider a heavier schedule.

Respectfully,

Jim Lambley

**DJ Broadcasting, Inc.**  
**KSDZ & KDJL Radio**  
**The Twister**  
**P.O. Box 390**  
**Gordon, NE 69343**

**(308) 282-2500**  
**Fax: (308) 282-0061**

**web address: [twisterradio.com](http://twisterradio.com)**

**email: [twister@twisterradio.com](mailto:twister@twisterradio.com)**



This station does not discriminate in the sale of commercial time, and will not accept advertising which, in its sole opinion, is purchased with an intent to discriminate unlawfully on the basis of race, gender, or ethnicity. The advertiser hereby certifies that its purchase of commercial time is not made for an unlawful discriminatory purpose, including specifically that it is not based upon a decision to place advertising on a station on the basis of race, gender, or ethnicity.

On 2022-04-07 14:18, Mary Ridder wrote:

Hello Jim,  
I'd like to schedule some political advertising with the Twister.  
I am mailing a check and campaign form to your station tomorrow.  
I've attached my ad. I failed to add a disclaimer so would you, please? Paid for by Mary Ridder.  
Schedule on: April 22, 26, 28, May 2, 4, 6  
My plan is to run 2 ads per day for 6 days. What is your rate?  
Thanks,  
Mary

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Mary Ridder  
Ridder Hereford Ranch  
Callaway, NE  
[www.ridderranch.com](http://www.ridderranch.com)